

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2157	100.0%	4.1%	1774	100.0%	7.1%	383	100.0%	1.4%	703	100.0%	3.9%
Sexe												
Homme	1774	82.3%	7.1%	1774	100.0%	7.1%	0	0.0%	0.0%	612	87.1%	6.7%
Femme	383	17.7%	1.4%	0	0.0%	0.0%	383	100.0%	1.4%	90	12.9%	1.0%
Age												
15 à 24 ans	208	9.7%	2.8%	165	9.3%	4.4%	43	11.3%	1.2%	106	15.1%	3.3%
25 à 34 ans	303	14.1%	4.0%	257	14.5%	6.9%	46	12.1%	1.2%	110	15.6%	3.4%
35 à 49 ans	649	30.1%	5.1%	566	31.9%	9.1%	83	21.7%	1.3%	230	32.7%	3.7%
50 à 59 ans	373	17.3%	4.3%	288	16.2%	6.9%	86	22.4%	1.9%	165	23.4%	4.6%
60 ans et plus	623	28.9%	3.9%	498	28.1%	6.9%	124	32.5%	1.4%	92	13.1%	5.8%
Individu												
Ménagères	323	15.0%	1.4%	0	0.0%	0.0%	323	84.4%	1.4%	72	10.2%	1.0%
Personne de référence	1571	72.8%	5.6%	1512	85.2%	7.3%	59	15.3%	0.8%	500	71.2%	5.6%
Responsable des achats	1250	58.0%	3.5%	920	51.8%	7.1%	331	86.4%	1.4%	394	56.1%	3.5%
PCS Individu												
Agriculteurs	16	0.8%	3.2%	16	0.9%	5.1%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	73	3.4%	4.5%	65	3.7%	5.3%	9	2.3%	2.1%	65	9.3%	4.4%
Affaires et Cadres	180	8.3%	3.6%	153	8.6%	5.3%	27	7.0%	1.2%	165	23.5%	3.7%
Professions intermédiaires	343	15.9%	4.6%	305	17.2%	8.3%	38	9.9%	1.0%	324	46.1%	5.3%
Employés	302	14.0%	3.5%	207	11.7%	9.2%	94	24.7%	1.5%	44	6.3%	2.5%
Ouvriers	506	23.5%	7.9%	481	27.1%	9.4%	25	6.5%	1.9%	28	3.9%	6.3%
Retraités	480	22.3%	3.7%	375	21.1%	6.3%	105	27.4%	1.5%	4	0.5%	1.7%
Autres inactifs	257	11.9%	2.6%	172	9.7%	4.7%	85	22.2%	1.3%	73	10.3%	2.2%
PCS Personne de référence												
Agriculteurs	22	1.0%	2.8%	17	0.9%	4.6%	5	1.3%	1.2%	0	0.0%	0.0%
Petits patrons	87	4.0%	3.2%	72	4.1%	5.0%	14	3.7%	1.2%	87	12.3%	3.2%
Affaires et Cadres	249	11.5%	3.5%	206	11.6%	5.9%	43	11.2%	1.2%	249	35.4%	3.5%
Professions intermédiaires	367	17.0%	4.5%	334	18.8%	8.0%	33	8.7%	0.8%	367	52.3%	4.5%
Employés	230	10.7%	4.1%	187	10.5%	8.1%	43	11.3%	1.3%	0	0.0%	0.0%
Ouvriers	550	25.5%	5.7%	484	27.3%	9.4%	66	17.2%	1.5%	0	0.0%	0.0%
Retraités	556	25.8%	3.7%	408	23.0%	6.2%	148	38.6%	1.8%	0	0.0%	0.0%
Autres inactifs	97	4.5%	2.7%	66	3.7%	4.5%	30	7.9%	1.5%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	253	11.7%	2.6%	213	12.0%	5.0%	40	10.5%	0.7%	42	6.0%	1.8%
2 personnes	829	38.4%	4.5%	650	36.6%	7.3%	179	46.8%	1.9%	188	26.8%	4.5%
3 personnes	474	22.0%	5.1%	415	23.4%	8.8%	59	15.5%	1.3%	207	29.5%	5.3%
4 personnes	409	19.0%	4.4%	335	18.9%	7.1%	75	19.5%	1.6%	200	28.4%	4.3%
5 personnes et +	191	8.8%	3.4%	161	9.1%	6.3%	30	7.7%	1.0%	65	9.3%	2.5%
Présence d'enfants de moins de 15 ans												
Oui	698	32.4%	4.4%	593	33.4%	8.2%	105	27.4%	1.2%	292	41.6%	3.9%
Non	1459	67.6%	4.0%	1181	66.6%	6.6%	278	72.6%	1.5%	410	58.4%	4.0%
Habitat												
Communes rurales	460	21.3%	3.8%	381	21.5%	6.7%	79	20.7%	1.3%	129	18.3%	3.9%
Agglo. - 20 000 hab	409	19.0%	4.6%	322	18.2%	7.5%	87	22.6%	1.9%	125	17.7%	4.5%
Agglo. 20 000 à 100 000 hab	313	14.5%	4.5%	271	15.3%	8.2%	42	11.0%	1.1%	96	13.6%	4.5%
Agglo. + 100 000 hab	697	32.3%	4.4%	572	32.2%	7.5%	125	32.7%	1.5%	233	33.2%	4.2%
Agglo. Paris	278	12.9%	3.2%	229	12.9%	5.5%	50	13.0%	1.1%	120	17.1%	3.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	330	15.3%	3.4%	272	15.3%	5.9%	58	15.1%	1.1%	138	19.6%	3.1%
Nord Pas de Calais	145	6.7%	4.5%	130	7.3%	8.4%	15	3.9%	0.9%	40	5.7%	3.9%
Lorraine	106	4.9%	5.5%	89	5.0%	9.4%	17	4.5%	1.8%	30	4.2%	5.6%
Alsace	75	3.5%	4.8%	64	3.6%	8.4%	12	3.0%	1.5%	28	4.0%	6.1%
Franche-Comté	43	2.0%	4.5%	30	1.7%	6.3%	14	3.6%	2.8%	10	1.4%	3.5%
Champagne Ardennes	40	1.9%	3.6%	36	2.0%	6.7%	4	1.1%	0.7%	10	1.4%	3.4%
Picardie	75	3.5%	4.9%	72	4.1%	9.6%	3	0.9%	0.4%	22	3.1%	4.9%
Bourgogne	76	3.5%	5.6%	61	3.5%	9.4%	15	3.9%	2.1%	18	2.6%	4.8%
Haute Normandie	80	3.7%	5.4%	65	3.7%	9.3%	15	3.9%	1.9%	16	2.3%	3.5%
Basse Normandie	22	1.0%	1.8%	21	1.2%	3.6%	1	0.4%	0.2%	9	1.2%	2.4%
Centre	104	4.8%	5.1%	83	4.7%	8.4%	21	5.6%	2.0%	32	4.5%	5.0%
Pays de Loire	106	4.9%	3.5%	84	4.7%	5.8%	22	5.9%	1.4%	37	5.2%	4.1%
Bretagne	102	4.7%	3.8%	74	4.2%	5.7%	28	7.2%	2.0%	37	5.2%	4.7%
Poitou Charentes	50	2.3%	3.4%	41	2.3%	5.8%	9	2.3%	1.1%	12	1.8%	3.0%
Aquitaine	105	4.9%	3.7%	94	5.3%	7.0%	11	2.8%	0.7%	37	5.3%	4.1%
Midi Pyrénées	123	5.7%	5.0%	83	4.7%	6.9%	40	10.4%	3.1%	31	4.4%	3.5%
Limousin	38	1.7%	6.0%	28	1.6%	9.4%	10	2.5%	3.0%	8	1.1%	4.4%
Auvergne	54	2.5%	4.7%	46	2.6%	8.4%	8	2.0%	1.3%	17	2.4%	5.7%
Rhône Alpes	202	9.4%	3.8%	171	9.6%	6.7%	32	8.3%	1.2%	72	10.2%	3.6%
Languedoc Roussillon	86	4.0%	3.7%	76	4.3%	6.8%	11	2.8%	0.9%	24	3.4%	3.3%
Provence Alpes Côte d'Azur. Corse	191	8.9%	4.4%	154	8.7%	7.4%	37	9.8%	1.6%	78	11.1%	5.0%
Habitudes de connexion à Internet												
Tous les jours	1774	82.3%	4.1%	1489	83.9%	7.1%	285	74.6%	1.3%	627	89.2%	4.0%
Presque tous les jours	242	11.2%	4.0%	176	9.9%	6.4%	66	17.2%	2.0%	49	6.9%	3.5%
1 à 2 fois par semaine	109	5.1%	3.6%	83	4.7%	6.7%	26	6.7%	1.5%	23	3.3%	4.5%
1 à 3 fois par mois	30	1.4%	7.6%	25	1.4%	13.7%	5	1.3%	2.3%	3	0.4%	5.2%
Moins souvent	1	0.0%	0.7%	0	0.0%	0.0%	1	0.2%	1.1%	1	0.1%	3.3%

Auto Plus

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	21	1.0%	1.6%	19	1.1%	3.1%	2	0.5%	0.3%	7	0.9%	3.2%
De 9 000 à moins de 12 000 euros par an	64	3.0%	3.2%	58	3.3%	7.5%	6	1.5%	0.5%	2	0.3%	0.9%
De 12 000 à moins de 18 000 euros par an	135	6.2%	2.7%	79	4.5%	3.9%	55	14.4%	1.9%	7	1.1%	0.9%
De 18 000 à moins de 24 000 euros par an	239	11.1%	3.5%	192	10.9%	6.5%	46	12.1%	1.2%	45	6.4%	3.0%
De 24 000 à moins de 36 000 euros par an	529	24.5%	4.3%	448	25.3%	7.8%	81	21.2%	1.2%	138	19.7%	3.9%
De 36 000 à moins de 45 000 euros par an	356	16.5%	4.6%	290	16.3%	7.5%	66	17.2%	1.7%	112	16.0%	3.9%
De 45 000 à moins de 65 000 euros par an	412	19.1%	5.3%	363	20.4%	8.4%	50	13.0%	1.4%	178	25.4%	4.7%
65 000 euros et plus par an	218	10.1%	5.1%	180	10.2%	7.1%	38	9.9%	2.2%	133	19.0%	4.6%
Refus	142	6.6%	4.0%	113	6.4%	7.4%	29	7.6%	1.4%	59	8.4%	4.5%
Ne sait pas	41	1.9%	2.6%	31	1.8%	4.2%	10	2.5%	1.1%	19	2.8%	2.9%